**Alice** **Welsh** 🕿 **514-333-3333**

1212 St-Denis Streetalice.welsh@hec.ca

Montréal, QC H2T 4Z4 LinkedIn Address

**Languages**: French, English, Spanish (intermediate)

# Education

**Bachelor’s in Business Administration** (BBA) **HEC Montréal** Anticipated Graduation Date**: May 2021**

* Intended specialization: **marketing** *(May indicate intended specialization, not obligatory)*
* Grade point average: **3.6/4.3** (*Indicate only if superior to 3.4/4.3)* Citation of **excellence**.

###### Diploma of College Studies, Natural Sciences, Collège Jean-de-Brébeuf 2018

* Governor General of Canada Academic **Medal**

# Professional Experience

###### Petit Bateau, Sales Associate 2017…

###### *(Children’s clothing store, 10 branches in Quebec)*

Promoted products. Participated in product inventory. Completed orders. Replaced manager when absent.

* **Accomplishment**: contributed to the creation of a commercial brochure geared to a target market which resulted in a 35% increase in sales

**Provigo, Clerk** **2016 - 2017**

*(A description of the company is not required if it is well known in Quebec.)*

Supervised a team of two employees. Controlled the quality of certain foods. Opened, closed and maintained the fruit, flower, grocery and customer service departments.

* **Accomplishment:** wasdesignated star employee three times in a row

### Counsellor 2015 - 2017

### Bois-de-Boulogne Camp, *(summers of 2016-2017)*

### Montmorency Camp, *(summer of 2015)*

**PANEL, CONFERENCE, WEBINAR**

# Webinar– Branding and the Future. Speaker … 2017

Conference – **Beyond the Hype: What is the Impact?** Speaker … **2018**

# Panel – *Le marketing de demain*. Part of the colloquium…

# EXTRACURRICULAR ACTIVITIES/DISTINCTIONS

Ride to Conquer Cancer 2018: Montréal-Québec route **summer 2018**

Raised $3000 to participate. Collected sponsorship funds.

* **Achievement**: organized a zumbathon with more than 100 participants and raised $1500

# ACHIEVEMENTS AND SPORTS ACTIVITIES

* Member of soccer teams for more than 12 years (5 to 17 years of age)
* Claimed **3rd place** in the 2017 **national** soccer **competition**
* Coached a team of 20 young goal keepers during the summer of 2018

# COMPUTER KNOWLEDGE

**SPSS, Photoshop, Instagram, Google Adwords and Analytics, Google Search Console, Search Engine Optimization and Marketing SEO/SEM,** Word, Excel, Power Point